

M & K News of Newest in Fall Apparel

First Aid to the Shopper

News of the Store Which Gives Hints of Little Things That Fashion Dictates and Which May Be Found at the M. & K.

Autumn is here in all its glory and even before the trees and bushes take on their beautiful colorings the fall fashions predict that it is to be a very colorful season.

The navy frocks, which seem to be in particular favor, are adorned with touches of colored embroideries in yarn and chenille and then there are the dresses that come in the beautiful brown shades of the autumn tinted oak leaves, the soft red colorings of the maple, while the greens are the beautiful shades of leaves on which the frost, no matter how hard it bites, has no effect aside from giving it a warmer, richer coloring.

Our line of autumn dresses is really unusual and lovely, be she short and plump, tall and slender or of medium size will be at no loss to find exactly what she wants to fit her particular style and personal points in choosing just the right sort of garment.

If you are to toe the mark of the newest styles in footwear you will be wearing the two-toned boots. This not only means shoes of two-shade combination of leather but also shoes with tops and bottoms of contrasting colors.

Besides being very striking our shoes are of such excellent workmanship and in colors so fashionable that the most fastidious will be delighted with what we have to offer.

Soutache braid and metallic threads stitched in intricate designs is one of the trimming motifs of the smart serge dresses which are so attractive for street and general utility wear and of the charming afternoon frocks of satin, charmeuse, Georgette, taffeta and combinations of materials.

In many instances the braiding and the touches of wool embroidery is the sole trimming and is used on the collars, cuffs, belts and often in a wide band trimming of the skirt.

We have any number of models illustrating this idea which is meeting with general approval, judging by the enthusiasm displayed by every patron who has seen our unusual stock of dresses.

Whatever changes have come in the styles in suits and dresses nothing is so marked as the new style in separate coats and their exaggerated width. They are wonderfully attractive and many of them hang straight from the shoulder in great ripples of material and are not even belted. They have, however, enormous collars and pockets of the patch variety.

Autumn Fashions in New Fall Dresses Just Arrived



The call for serge dresses has been so great that it has been necessary for us to see to it that we have a steady stream of new styles coming in every day and the afternoon frocks in autumn colors and new and different styles are finding equal favor.

They are all such gowns that women delight in for they are unusually charming in style with tight bodices and full skirts, long lines of the Moyen Age type, sashes at the waist, embroidered belts, large collars of satin, Georgette and often broadcloth and braid bound and button trimmed.

Every woman who prides herself on her up-to-dateness will hasten to include one of these charmingly new dresses in her wardrobe, be she a young woman busy in the preparations of going away to school, a business woman, society leader or home-body.

With quality and distinct style considered our dresses are unusually attractively priced for they range from \$14.95, \$16.95, \$22.50 to \$25, \$29.50 and up to \$45 and \$95 for the most exclusive and more elaborate styles.

Unusually Handsome Gowns for Afternoon

Among the particularly handsome dresses is one exquisite model of black charmeuse satin smartly trimmed with a double row of buttons running down the front and brightened with deep cavalier cuffs and a surplice collar arrangement of white broadcloth and fancy gold and black braid arrangements which adorn the cuffs and collar. It is a \$75 gown and is exquisitely beautiful.

Another gorgeous gown is fashioned by black satin with a long waisted bodice of cloth of gold striped with velvet and a collar of rich white satin. Because of its richness of material it is simply trimmed with gold cord and fancy gold braid ornaments and is \$95.

Chiffon velvets are being used extensively in fashioning these especially beautiful gowns and are often combined with Georgette crepe and brightened with collars and vestees of exquisite lace of silk or gold threads.



Beautiful Models in Fall and Winter COATS

Coats are wonderfully attractive and you will note a decided change in the styles.

Imported and domestic velours and Bolivias are used extensively in their make-up while mixtures of the tweed variety are particularly smart for motor and sport models and some large checks as well as brilliant hued materials are shown in this type.

The straight-from-the-shoulder flare is a popular cut and the raglan and deep set-in sleeve are equally good. All are very loose, voluminous of skirt and easily slipped-on garments.

Many of the smart models have collars large enough to fall over the shoulders in cape and sailor effects and fur is used extensively.

In velour, broadcloth and novelty materials our immense showing of coats includes styles at \$12.95, \$14.95, \$16.95, \$22.50 and \$25.

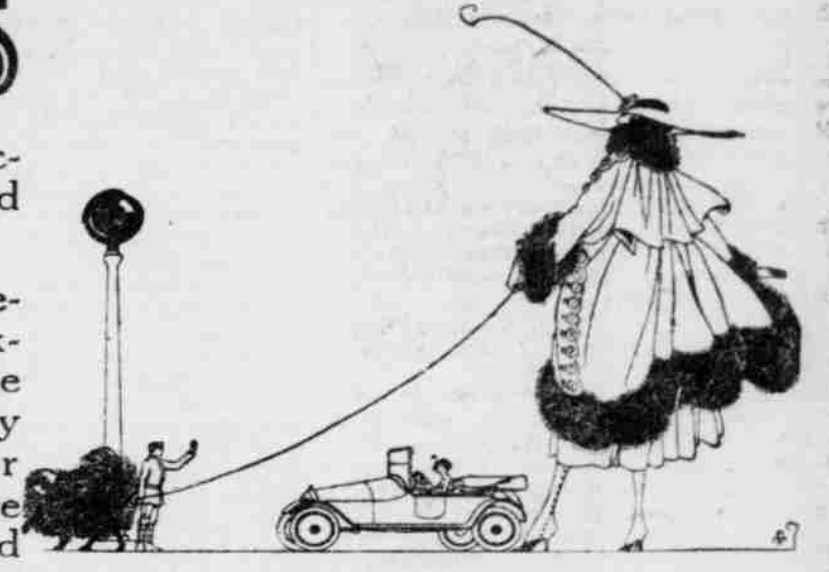
A coat of dark green duvetyne with a large cape collar and genuine mole skin collar banding and cuffs is being very much admired and will sell for \$55.

Two lovely models in bright colored velours which can serve splendidly for both street or evening wear are being shown in a beautiful rose shade and a delectable yellow for \$25.

Seal Plush Coats are to be decidedly the vogue and they look decidedly smart in the lines in which they are modeled this season. They come with or without belt arrangements and are beautifully lined.

A handsome style in the seal plush is being featured at \$39.50 and we have them as low as \$19.95.

The styles with immense collars and cuffs of Moufflon, which is also shown in skirt trimming, are wonderfully becoming models for \$39.50.



An Excellent Display of Stunning Suits for Fall

Newness personified distinguishes the new fall suits and the values are astounding.

Colors tend toward the dark, warm shades and the Russian blouse style holds a place in popular favor. Large cuffs and collars as well as fancy buttons are featured and the distinctively tailored lines are very good. Fabrics of the velour order are in great demand and the chiffon broadcloths are favored as is the lovely new kitten's ear cloth.

The skirts are graceful, slightly longer than the spring suits and the coats a bit more fitted and show deep collars and well tailored cuffs.

Colors:

Santiago Brown.
Dark Sage.
Jade Green.
Cinnamon Brown.

Soldat Blue.
Sulphur Tones.
Beaver Brown.
Chestnut.

Burgundy.
Grape.
Prune.
Taupe.

Dutch Blue.
China Blue.
Balkan Green.
Midnight Blue.

Terra Cotta.
Seal Brown.
Wisteria.
Navy Blue.

The range of prices is unusually wide for the variety of styles and materials is very extensive. Suits for Misses and Women in all sizes at \$14.95, \$16.95, \$22.50, \$25, \$35, up to \$50, \$75 and \$95.



Women Are Taking a Keen Interest In Our Showing of Blouses

M. & K. blouse department is attracting wide attention and we are told that there is nothing like it elsewhere. Blouses patterned after the newest fancies of the hour—and for every hour.

The demand for Georgette crepe is greater than ever and the styles were never more fascinating. There are blouses with fine pin tucks, with wider pleats, some with ingeniously shapen collars and revers, other with deep square collars and frilly additions, many with insets and fastening trimmings of filet lace and various styles of hand embroidered designs and fancy hemstitching.

Blouses Beautiful

Blouses Chic

Blouses Tailored

Waists in the dark shades are given considerable prominence despite the popularity of white, flesh, maize, green and peach shades. Waists on the sombre tones are enlivened with touches of color in the trimmings which add in no small degree to their attractiveness. These waists come in midnight blue, navy, a rich burgandy shade, purple and the adornment is in the way of embroideries and the application of beaded motifs which show a combination of Oriental colorings. Exquisite blouses \$4.95, \$7.50 to \$39.50. Others at \$1.95, \$2.95 and \$3.95.



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